

David Vogler

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Summary

A recognized creative leader with the ability to successfully sell ideas, inspire teams and drive editorial goals. With over fifteen years of experience in digital media, Vogler has built solutions at the intersection of entertainment and advertising. He has provided thought leadership to major brands including **Hearst, MTV Networks, AOL, NBC-Universal, TimeInc, Gannett, Playboy, hulu.com** and **The Walt Disney Company**.

David Vogler LLC

2009 - Present

Executive design consultant for emerging digital platforms including tablet, mobile, cloud and branded web entertainment. Clients include **Ogilvy Interactive, Hearst** and **Disney**. Currently working with **The Wonderfactory** to re-imagine Time Inc magazine titles for delivery on the iPad and new media devices.

NBC Universal

Digital Media VP Creative Director, *2006 - 2009*

Provide creative leadership to NBCU Digital Media Group and portfolio of web products. Lead design direction for new digital products and start-up businesses by NBCU. Served on the initial leadership team that pitched, sold and created **hulu.com**, the acclaimed video joint venture between NBCU and News Corp. Hulu has been called "*a trailblazing answer to how professional content can thrive on the Web.*"

Digitas/ Modem Media

Vice President, Creative Director, *2003 - 2006*

As Creative Director at Digitas/Modem Media, the industry's original interactive ad agency, David lead the team devoted to creating new products and marketing for AOL.

- Relunched **People Connection**, AOL's most trafficked vertical.
- Re-created **AOL Acquisition Marketing** site which out performed previous site with a 30% subscriber increase in first four weeks
- Designed AOL's first web-ready video solution
- Created social networking concept studies for Bono's **(Product) RED** initiative

Mutation Labs Inc / MTV Networks

Chief Creative Officer, *2001 - 2003*

Recruited by investors to lead the creative direction of this bi-coastal start-up. Oversaw daily operations, managed team of designers, programmers and project budgets.

- **Sesame Workshop:** created games generating 200% increase in traffic
- **Oxygen Media:** hired, for an eight month consultancy, to develop brand continuity across media, including broadcast, print and online marketing
- **Comedy Central:** Designed and launched **The Man Show** web site
- **Random House:** Built **Seussville**, the official site of Theodor "Dr. Seuss" Geisel
- **TimeWarner:** hired by GM of **TeenPeople.com** to promote division launch

MTV Networks Online

VP, Creative Director, *1998 - 2001*

Developed and designed Nick.com, NickJr.com, NickatNite.com and TVLand.com. Sites considered the gold standard for web entertainment in the youth market. Work received a Webby and the Communication Arts Annual Award.

- Built department, hired team and led the redesign of Nick.com and NickJr.com, launching them into a leadership position as the Number One kid's sites on the Web (Media Metrix)
- Designed and produced registration system for Nick.com, resulting in three million new registrations per quarter
- Enhanced functionality of Nickelodeon's suite of web products by adding streaming video content and e-commerce solutions

The Walt Disney Company

Vice President of Kids Content, Disney Online, *1994 - 1998*

Recruited from Nickelodeon Online to create, develop and build suite of web products for the Disney's online division.

- Managed design staff that developed the original **Disney's Daily Blast**, the leading subscription site for kids
- Created the **D-Toy franchise** to reach older youth market. Product line put a new twist on an established brand, increased traffic and generated mainstream press

Education

BFA, Communication Design, Pratt Institute, New York / *Summa cum laude*

Industry Activities

Vogler is a visiting professor at the School of Visual Arts and Pratt Institute. He has been a key note speaker at many industry conferences, including the AIGA Brandesign Conference in New York and the DOORS 5 Conference in Amsterdam. He has lectured at Carnegie Mellon University's Human Computer Interaction Institute and the American Film Institute.

Industry Awards

Webby Award, New York Art Director's Club Award, Society of Publication Designers Award, The AIGA Book Show Award, Gold Broadcast Design Awards, Communication Design Annual, Adobe/Macromedia User Conference Best of Show